The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A method in a computer system for associating data with a data request, the method comprising:

obtaining a request for provider data, wherein the provider data includes a first and second portion;

associating a first identifier with the request for the provider data; returning the first portion of the provider data;

storing the second portion of the provider data according to the first identifier;

obtaining a request for the second portion of the provider data;

associating a second identifier with the request for the second portion of the provider data; and

returning the second portion of the provider data if the second identifier matches the first identifier.

- 2. The method as recited in Claim 1, wherein the steps of associating the first and second identifier with the requests for the provider data include generating a hash table key corresponding to the request for provider data.
- 3. The method as recited in Claim 2, wherein the hash table key generating step includes utilizing the provider data IP address to generate the hash table key.
- 4. The method as recited in Claim 2, wherein the hash table key generating step includes utilizing a graphical user ID to generate the hash table key.
- 5. The method as recited in Claim 1, wherein the first portion of the provider data includes a URL of content data.
- 6. The method as recited in Claim 5, wherein the content data is advertisement media.

- 7. The method as recited in Claim 5, wherein the second portion of the provider data includes an HREF relating to the content data.
- 8. The method as recited in Claim 1, wherein the step of storing the second portion of provider data according to the first identifier includes:

storing the second portion of the provider data in a first cache; and replicating the second portion of the provider data to at least a second cache.

9. The method as recited in Claim 8, wherein the step of returning the second portion of the provider data includes:

requesting data corresponding to the second identifier from a first cache; if no match is found, requesting data matching the second identifier from the second cache.

- 10. The method as recited in Claim 9, wherein the step of requesting data from a second cache further includes replicating the request for data matching the second identifier to at least two or more cache.
- 11. A computer-readable medium having computer-executable instructions for performing the method recited in any one of Claims 1-10.
- 12. A computer system having a processor, a memory, and an operating system, the computer system operable to perform the method recited in any one of Claims 1-10.
- 13. A computer system for providing data to a requesting party, the system comprising:

at least one content requestor for requesting provider data; and

a content server in communication with the content requester and operable to provide a first and second portion of the provider data to the content requester.

wherein the content server returns the first portion of the provider data and stores the second portion of the provider data according to a first identifier

upon receiving a first request for the provider data from the content requestor; and

wherein the content server returns the second portion of the provider data upon receiving a second request for the provider data from the content requestor if a second identifier matches the first identifier.

- 14. The system as recited in Claim 13, wherein the content server includes a cache for storing the second portion provider data.
- 15. The system as recited in Claim 14, wherein the content server cache stores the second portion of the provider data in a hash table and wherein the first and second identifiers are hash table keys.
- 16. The system as recited in Claim 14, further comparing a click server in communication with the content server and operable to store and recall the second portion of the provider data.
- 17. The system as recited in Claim 16, wherein the click server includes two or more cache for storing the second portion of the provider data.
- 18. The system as recited in Claim 17, wherein the two or more cache contain identical contents.